Pokémon Fact Sheet

March 2025

ABOUT POKÉMON

For more than 29 years, Pokémon has remained one of the most popular and successful entertainment franchises in the world. Pokémon was first established in Japan in 1996 with the launch of the *Pokémon Red* and *Pokémon Green* video games for the Game Boy™ system. The video games were released internationally in 1998 as *Pokémon Red* and *Pokémon Blue*. Since then, the brand has evolved into one of the most influential entertainment properties and continues to be at the forefront of pop culture and mainstream media. Today, the brand encompasses video games, mobile apps, the Pokémon Trading Card Game (TCG), animation and movies, Play! Pokémon competitive events, and publishing, as well as licensed merchandise spanning gaming, toys, apparel and accessories, designer collaborations, home decor, publishing and more.

Brand Highlights & Accolades:

- Pokémon has been the **global top toy property for four consecutive years**. In 2024, Pokémon was the **only toy property to surpass $1 billion in sales**.[1]
- Pokémon ranked within the **top 10 global licensors of 2024**, with **$10.8 billion** in global retail sales in 2023.[2]
- More than **480 million units** of Pokémon-related software have sold worldwide, making Pokémon one of the most successful gaming franchises of all time.[3]
- The mobile game sensation Pokémon GO has received more than **one billion downloads** globally since launching in July 2016.[4]
- The Pokémon TCG is one of the most popular trading card games in the world and has been shipped to **93 countries and regions** in **15 languages**.[5]
- Pokémon animation spans **23 animated movies** and **two mainline animated series**, with content licensed for broadcast and streaming in **192 countries and regions** in over **30 languages**.

VIDEO GAMES

- Upcoming Pokémon video games include ***Pokémon Legends: Z-A*** and **Pokémon Champions**. *Pokémon Legends: Z-A* will be released on Nintendo Switch in late 2025 and features an exciting new adventure within Lumiose City. Pokémon Champions will focus on core game-style battles playable on Nintendo Switch and mobile devices.
- Released in November 2022, ***Pokémon Scarlet*** and ***Pokémon Violet*** are the latest titles in the Pokémon video game series, set in the Paldea region and introducing new Pokémon. ***The Hidden Treasure of Area Zero*** DLC, which includes **Part 1: *The Teal Mask*** and **Part 2: *The Indigo Disk***, allows players to delve deeper into the world of *Pokémon Scarlet* and *Pokémon Violet*. *Pokémon Scarlet* and *Pokémon Violet* are the **seventh bestselling Nintendo Switch titles**, with **26.38 million units** sold to date.[6]
- Additional Pokémon video game titles include ***Detective Pikachu Returns***, ***Pokémon Legends: Arceus***, ***Pokémon Brilliant Diamond*** and ***Pokémon Shining Pearl***, and ***New Pokémon Snap***.
- More information on Pokémon video games can be found at Pokemon.com.

MOBILE APPS

- Pokémon offers a wide breadth of gaming and entertainment experiences on mobile devices, including **16 apps** available now around the world, offering something for all types of fans.
- Popular mobile games include **Pokémon GO**, in which players discover and catch Pokémon in the real world, **Pokémon UNITE**, in which players face off against each other in five-on-five team battles, and **Pokémon Masters EX**, in which players form teams to engage in real-time battles.
- More information on Pokémon apps can be found at Pokemon.com.

POKÉMON TRADING CARD GAME

[1] Circana, Retail Tracking Service, U.S. Toys, Annual 2024
[2] License Global, Top Global Licensors Report 2024, July 2024
[3] The Pokémon Company, through March 2024
[4] Niantic Inc., 2018
[5] The Pokémon Company, through March 2024
[6] Nintendo, December 2024

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The Pokémon Company INTERNATIONAL

- The best-selling Pokémon TCG features a robust ecosystem of cross-generational offerings for fans of all types and skill levels — including innovative expansions released throughout the year, learn-to-play products like **Battle Academy**,
- beginner-friendly training activations like **Play Lab**, organized **Play! Pokémon** events ranging from local competitions to global tournaments, and apps like **Pokémon Trading Card Game Pocket** and **Pokémon TCG Live** that extend the beloved tabletop game to digital audiences.
- The latest Pokémon TCG expansion, ***Scarlet & Violet—Journey Together***, is now available at participating retailers worldwide and reintroduces the Trainer's Pokémon gameplay mechanic, which showcases the special bond between fan-favorite Pokémon Trainers and their Pokémon. This expansion also marks the first time that the Pokémon TCG is available in Latin American Spanish, signifying the brand's ongoing efforts to serve the Latin American community.
- The upcoming ***Mega Evolution*** **Series** of expansions will begin a new era for the Pokémon TCG, with the highly anticipated return of Mega Evolution Pokémon ex launching later in 2025.
- Pokémon TCG products and experiences consistently see success at retail and recognition within the industry. **Pokémon Trading Card Game Pocket** was nominated for Best Mobile Game at The Game Awards 2024 and has exceeded **100 million downloads** on iOS and Android since its global launch in October 2024. In addition, the original version of Battle Academy was recognized by Good Housekeeping's 2021 Best Toy Awards and awarded Game of the Year at the 2021 Toy of the Year Awards.
- More information on the Pokémon TCG can be found at Pokemon.com/TCG.

ANIMATION & ENTERTAINMENT

- With two seasons available to watch now, "**Pokémon Horizons: The Series**" is the current mainline Pokémon animated series that features a new storyline and characters, including dual protagonists Liko and Roy — along with their partner Pokémon — as they journey to uncover the mysteries of the Pokémon world while growing as Trainers. Upon its premiere in March 2024, "Pokémon Horizons: The Series" reached the **top 10 TV list in eight countries on Netflix**.
- The original mainline Pokémon animated series spanned 25 seasons and featured the iconic Ash Ketchum and his Pikachu — some of the most beloved and recognizable figures in pop culture and entertainment. Episodes are available on multiple services such as **Netflix**, **BBC**, **SuperRTL**, **Prime Video** and the **Pokémon TV YouTube channel**.
- The Pokémon brand regularly delivers animated content that tells unique stories about the Pokémon world, with recent releases including "**Pokémon Concierge**," "**Pokémon: Paldean Winds**," "**Pokémon: Path to the Peak**" and more. In addition, TPCi and multi-award-winning independent studio **Aardman** announced a collaboration to release a special project in 2027.
- The Pokémon Company Group's first-ever live-action Pokémon film, "**POKÉMON Detective Pikachu**," generated more than **$430 million in global box office revenue** following its May 2019 worldwide premiere.[7] Created in partnership with Warner Bros. Pictures and Legendary Entertainment, the movie featured an all-star cast including Ryan Reynolds.

POKÉMON CENTER

- As the e-commerce arm of TPCi, **Pokémon Center** is the premier online destination for official Pokémon merchandise in the U.S., Canada, Australia, New Zealand and the U.K., offering high-quality goods that are unique to the site, such as Pokémon TCG products, figures, plush, clothing, accessories, home decor, books and more.
- The ecommerce site also features special collaborations with notable brands such as **A.P.C.**, **Funko**, **Bear Walker**, **PUMA**, **Fossil**, **Squishmallows**, **The Wand Company**, **Outdoor Research** and more.

[7] WarnerMedia, July 2019

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LICENSING & PROMOTIONS

- TPCi maintains a robust licensing program — spanning gaming, toys, apparel and accessories, designer collaborations, home decor, publishing and more — which provides global audiences new and unique ways to engage with Pokémon. In addition, the **monpoké** brand expression offers curated baby and toddler offerings.
- In the toy category, TPCi master toy licensee **Jazwares** (including **Squishmallows**), as well as licensees **Mattel**, **Funko**, **Build-A-Bear Workshop™**, **Hasbro**, **The Wand Company**, **Ultra PRO**, **PowerA**, **HORI**, **Ravensburger** and more continue to expand their toy and collectible lineups of official Pokémon merchandise appealing to both kids and adults. In addition, TPCi and **LEGO Group** announced a new multiyear partnership that will bring LEGO® Pokémon™ to fans for the first time in 2026.
- In the apparel and accessories category, Pokémon continues its pop culture dominance through partnerships with leading brands like **Tiffany & Co.**, **Fendi**, **A.P.C.**, **100 Thieves**, **Santa Cruz Skateboards**, **ColourPop**, **Crocs**, **Bonpoint**, **Vandy The Pink**, **The Hundreds**, **Balmain**, **Clarks**, **PUMA**, **Eastpak** and more.
- In the household and consumer goods category, Pokémon maintains a ubiquitous presence in homes around the world through longstanding partnerships with trusted names like **Thermos**, **Igloo, Johnson & Johnson**, **Hallmark**, **Colgate**, **Ferrero**, **Crayola**, **General Mills**, **Danone** and **Mondelēz**.
- Real-world activations with promotional partners like **McDonald's Global**, **Overtime** and Amsterdam's **Van Gogh Museum** bring the Pokémon brand to life with special merchandise and experiences.

Licensing Accolades:

- Collectible of the Year, 2023 Toy of the Year Awards (for Squishmallows Pokémon)
- Kids' Choice Junior Award, 2023 Australia Kids' Choice Awards (for Squishmallows Pokémon)
- Best Gaming Licensed Property, 2023 UK Licensing Awards (for Pokémon)
- Best Licensed Children's Apparel or Accessories Range, 2023 UK Licensing Awards (for Clarks × Pokémon collaboration)
- Best Collaboration of the Year, 2023 Licensing International France (for Balmain × Pokémon Capsule Collection)
- Best Teen Licensing Project, 2023 Bologna Licensing Awards (for Clarks × Pokémon collaboration)
- License of the Year Finalist, 2024 Toy of the Year Awards (for Pokémon)

PUBLISHING

- Founded in 2012, **Pikachu Press** is the in-house publishing imprint from TPCi and delivers exciting titles and formats such as activity, sticker and pop-up books that are perfect for children and young-at-heart Pokémon fans. Recently released Pikachu Press titles include the "**Pokémon Primers**" series designed for preschoolers, "**Pokémon Origami: Fold Your Own Pokémon from Kanto to Paldea**" and "**Pokémon Official Sticker Book of the Kanto Region: The Original 151**." Upcoming launches include "**Pokémon Halloween: Official Sticker Book**," available July 22, 2025, and "**Pokémon Epic Sticker Collection 3rd Edition: From Kanto to Paldea**," available Sept. 9, 2025.
- TPCi maintains licensed partnerships with **Scholastic**, **DK**, **HarperCollins**, **VIZ Media** and other publishers to publish award-winning Pokémon titles spanning handbooks, chapter books, manga, cookbooks, crafting titles and more.

PLAY! POKÉMON

- **Play! Pokémon** events provide opportunities for Pokémon fans to enjoy their favorite games together, from casual Pokémon League gatherings to competitive events.
- The Pokémon World Championships is the pinnacle Play! Pokémon event held annually and includes several days of intense matches and friendly competition. The **2024 Pokémon World Championships** in Honolulu brought together more than 10,000 players from across the globe to compete in tournaments featuring the *Pokémon Scarlet* and *Pokémon Violet* video games, the Pokémon TCG, Pokémon UNITE and Pokémon GO. The **2025 Pokémon World Championships** will take place Aug. 15-17, 2025, in Anaheim, Calif.

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